

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to increase a transmission rate of projected light from the illumination device;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer; and

a screen arranged at an upper portion of the liquid crystal display element.

2 / 2. (Amended) A liquid crystal display device according to claim 1, wherein the reflective polarizer is arranged so that the polarized light transmission axis of the reflective polarizer is approximately parallel to a major axis direction of a pixel of the liquid crystal display element.

3 / 3. (Amended) A liquid crystal display device according to claim 2, wherein the reflective polarizer is composed so as to have a light directivity in a minor axis direction of the pixel; and

wherein the screen is composed so as to broaden projected light in the minor axis direction of the pixel.

4 / 4. (Amended) A liquid crystal display device according to claim 3, wherein the reflective polarizer is arranged so that the polarized light transmission axis of the reflective

polarizer is approximately perpendicular to a light control axis of the light control element.

5. (Amended) A liquid crystal display device according to claim 4, wherein the screen is composed so as to absorb external light and to transmit the projected light from the illumination device.

6 - 6. (Amended) A liquid crystal display device according to claim 1, further comprising a birefringent medium arranged between the illumination device and the light control element.

7 - 7. (Amended) A liquid crystal display device according to claim 1, wherein the liquid crystal display element includes:
at least a pair of transparent substrates;
a liquid crystal layer interposed between the pair of transparent substrates; and
a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between the pair of absorption type polarizers.

10 - 8. (Amended) A liquid crystal display device according to claim 1, wherein the illumination device includes:
a flat waveguide having a front plane and a rear plane, the front plane of the waveguide constituting a light projecting plane of the waveguide, the rear plane of the waveguide having numerous depressed planes, protruded planes,

or steps, the depressed planes, protruded planes, or steps having respective slightly declined planes;

a light source arranged adjacent to the waveguide;

and

a reflector arranged at the rear plane of the waveguide, the reflector either contacting the rear plane of the waveguide directly, or being spaced from the rear plane of the waveguide via an air layer;

wherein the waveguide and the light source are composed so that projected light from the light source is propagated in the waveguide and projected from the light projecting plane of the waveguide; and

wherein the declined planes of the reflector are mirrors.

12 / 9. (Amended) A liquid crystal display device according to claim 1, wherein the light control element is any one of an isotropic medium and a uniaxial birefringent medium.

8 / 10. (Amended) A liquid crystal display device according to claim 7, further comprising a reflective color selective layer corresponding to the pixel of the liquid crystal display element.

11. (Amended) A liquid crystal display device according to claim 7, wherein a half-value width of projected light θ_1 (an angular range wherein a brightness becomes 1/2 of a peak

value) from the illumination device in at least a certain direction satisfies a relationship expressed by the following equation:

$$\theta_1 \leq \sin^{-1}(n \cdot \sin(\tan^{-1}(2d/t)))$$

where

t is a thickness of each of the pair of transparent substrates,

n is a refractive index of each of the pair of transparent substrates, and

d is a length of the pixel in a minor axis direction of the pixel.--

--~~12~~. (Twice Amended) A liquid crystal display device according to claim 10, wherein the liquid crystal layer, the reflective polarizer, the absorption type polarizers, and the reflective color selective layer are arranged so that a viewing angle of the liquid crystal display device is broadened in a direction perpendicular to a stripe direction of the reflective color selective layer.--

--~~13~~. (Amended) A liquid crystal display device comprising:
an illumination device;
a light control element arranged at a projected light side of the illumination device;
a reflective polarizer arranged at an upper portion of the light control element;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the liquid crystal display element is arranged approximately parallel to a direction in which a linearly polarized light component of projected light projected from the illumination device is high; and

a screen arranged at an upper portion of the liquid crystal display element.

15 14. (Amended) A liquid crystal display device according to claim 13, further comprising a birefringent medium arranged between the illumination device and the light control element.

16 15. (Amended) A liquid crystal display device according to claim 13, wherein the illumination device includes:

a flat waveguide having a front plane and a rear plane, the front plane of the waveguide constituting a light projecting plane of the waveguide, the rear plane of the waveguide having numerous depressed planes, protruded planes, or steps, the depressed planes, protruded planes, or steps having respective slightly declined planes;

a light source arranged adjacent to the waveguide;
and

a reflector arranged at the rear plane of the waveguide, the reflector either contacting the rear plane of

the waveguide directly, or being spaced from the rear plane of the waveguide via an air layer;

wherein the waveguide and the light source are composed so that projected light from the light source is propagated in the waveguide and projected from the light projecting plane of the waveguide; and

wherein the declined planes of the reflector are mirrors.

18 / 16. (Amended) A liquid crystal display device according to claim 13, wherein the light control element is any one of an isotropic medium and a uniaxial birefringent medium.

19 / 17. (Amended) A liquid crystal display device according to claim 13, further comprising a reflective color selective layer corresponding to a pixel of the liquid crystal display element.

20 / 18. (Amended) A liquid crystal display device according to claim 13, wherein the liquid crystal display element includes:

at least a pair of transparent substrates;

a liquid crystal layer interposed between the pair of transparent substrates; and

a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between pair of absorption type polarizers.

19. (Amended) A liquid crystal display device according to claim 18, wherein a half-value width of projected light θ_1 (an angular range wherein a brightness becomes 1/2 of a peak value) from the illumination device in at least a certain direction satisfies a relationship expressed by the following equation:

$$\theta_1 \leq \sin^{-1}(n \cdot \sin(\tan^{-1}(2d/t)))$$

where

t is a thickness of each of the pair of transparent substrates,

n is a refractive index of each of the pair of transparent substrates, and

d is a length of the pixel in a minor axis direction of the pixel.

20. (Amended) A liquid crystal display device comprising:

an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is arranged so that a rate of transmission of polarized light projected from the illumination device is increased;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the

liquid crystal display element is arranged approximately parallel to a direction in which a linearly polarized light component of the polarized light projected from the illumination device is high; and

a screen arranged at an upper portion of the liquid crystal display element.

24 / 21. (Amended) A liquid crystal display device according to claim 20, wherein the illumination device includes a reflector arranged at a rear plane of the illumination device.

26 / 22. (Amended) A liquid crystal display device according to claim 20, wherein the liquid crystal display element includes:

at least a pair of transparent substrates;

a liquid crystal layer interposed between the pair of transparent substrates; and

a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between pair of absorption type polarizers.--

Add new claims 23-34 as follows:

~~--23. (New) A liquid crystal display device as claimed in claim 1, wherein the polarized light transmission axis of the reflective polarizer is substantially perpendicular to a light control axis of the light control element.~~

24. (New) A liquid crystal display device as claimed in claim 23, wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.

25. (New) A liquid crystal display device as claimed in claim 3, wherein a ratio of a length of the pixel in the major axis direction to a length of the pixel in the minor axis direction is substantially 3:1.

26. (New) A liquid crystal display device as claimed in claim 8, wherein the declined planes form stripes on the reflector; and

wherein the stripes on the reflector are substantially parallel to a major axis direction of a pixel of the liquid crystal display element.

27. (New) A liquid crystal display device as claimed in claim 13, wherein the polarized light transmission axis of the reflective polarizer is substantially perpendicular to a light control axis of the light control element.

28. (New) A liquid crystal display device as claimed in claim 27, wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.

21 29. (New) A liquid crystal display device as claimed in claim 13, wherein a ratio of a length of the pixel in the major axis direction to a length of the pixel in a minor axis direction of the pixel is substantially 3:1.

30. (New) A liquid crystal display device as claimed in claim 15, wherein the declined planes form stripes on the reflector; and

wherein the stripes on the reflector are substantially parallel to the major axis direction of the pixel.

31. (New) A liquid crystal display device as claimed in claim 20, wherein the polarized light transmission axis of the reflective polarizer is substantially perpendicular to a light control axis of the light control element.

32. (New) A liquid crystal display device as claimed in claim 31, wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.

33. (New) A liquid crystal display device as claimed in claim 20, wherein a ratio of a length of the pixel in the major axis direction to a length of the pixel in a minor axis direction of the pixel is substantially 3:1.

25 34. (New) A liquid crystal display device as claimed in claim 21, wherein the reflector includes numerous declined reflective planes forming stripes on the reflector; and

wherein the stripes on the reflector are substantially parallel to the major axis direction of the pixel.--